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U.S. Department of Agriculture

# BEAUTY WITH BULBS

Vol.5, Number 10  
Mar.1, 1935

MEMBERS----

American Dahlia  
Society  
American Gladiolus  
Society

Published Quarterly by the  
**BLACK HILLS  
BULB GARDENS**

1221, 11th. Rapid City, S.D. Phone 180W  
Gardens on Lake Drive.



UNRIVALED BARGAIN BULB COLLECTION  
OFFER FOR 1935  
ON EASY TERMS

To make it possible for each and every flower lover to enjoy a garden of beautiful flowers, we assemble each season a collection of the finest bulbs of many of our best varieties and offer them at less than wholesale quotations.

- SEND ONLY \$1.00 with your order and  
balance of \$2.00 by July 1st and se-  
cure this \$5.00 collection of aristo-  
cratic bulbs, all blooming size, taken  
from our regular stock and every bulb  
guaranteed to grow.
- .....
- 60 choice gladiolus assorted colors  
10 dahlias assorted, good varieties  
6 cannas, assorted colors  
6 best iris assorted  
1 bulb each of the highest ranking  
gladiolus, Golden Dream, Mrs. Leon  
Douglas and Betty Nuthall, separ-  
ately labeled.

The above collection includes ten more bulbs than our radio collection of last season which was sold out in a short time. So if you desire one of these collections, we will reserve it for you upon receipt of \$1.00 and send it at planting time.

## FOREWORD

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It is our purpose to discuss in an understandable manner matters of interest to the ordinary home flower gardener. This, our regular spring planting bulletin, is presented to you with some additions and suggestions not previously touched upon. In former bulletins, much space was devoted to the history and origination of types and varieties of the many members of the bulbous flower family. If you are interested in any phase of flower culture omitted in this number, we shall be pleased to furnish without cost any back numbers of the bulletin which we may have bearing upon the subject.

Since we grow nothing but bulbs and personally take care of all correspondence and the filling of all orders, we are in a far better position to keep in touch with the needs of customers in this line than any concern growing and handling a diversified line of products.

**KEEPING THE PRICE DOWN.** Because of drought conditions over an unprecedented wide spread area the past season, the wholesale price on practically all merchandise has been boosted. Especially is this true of agricultural and horticultural products. In spite of this, we are keeping the price of bulbs at the lowest possible level and within the reach of all.

**OUR NEW LOCATION.** Because of crowded conditions and uncertainty of a water supply in the city, we were obliged to procure outside lands for growing purposes. A new location on LAKE DRIVE (Canyon Lake Road) is being developed which will eventually be our headquarters. However, for the present all orders and correspondence should be addressed to 1221 11th St. Rapid City, S.D.

**FALL PLANTING NUMBER OF BEAUTY WITH BULBS** will carry list of peonies, tulips, lilies and other bulbs for fall planting and will quote lowest possible prices. This will be sent out about September 1st to our regular customers. If you do not receive a copy, ask for one.

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: SPECIAL BARGAIN OFFER INSIDE FRONT COVER :  
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**ADVERTIZING COSTS;**— We believe that the time has come when the average flower or vegetable gardener is more interested in facts and values than in color plates and ballyhoo. For instance, what does a catalog full of big red tomatoes, long bean pods, tall corn or gladiolus blooms all illustrated in colors mean to the gardener who has seen these pictures from a child up? If nothing more, it means that such color plates cost a lot of money and someone eventually foots the bill. Is it the advertiser?—Guess again. And besides, the best of these are only poor imitations as far as actual color is concerned. We have often seen those two great dahlias, Jerseys Beauty and Mrs. I.D. VerWarner in colors and very few of these illustrations ever came within a mile of the natural colors.

If there ever was a need for economy in production and distribution, it is now, and customers are entitled to share in these savings.

**SUBSTANCE IN PLANTS:**—That element in a plant, or we may say its qualification to withstand severe adversity is what is termed plant substance. Of course any plant may gradually be hardened to a certain degree but will still lack that stamina or substance that would ensure its worth under most trying climatic conditions. The driest, coldest, most unfavorable regions of the world are continually being searched by plant specialists for new types and varieties of hardier substance. "The survival of the fittest" can be no better exemplified than in this experimental weeding-out process. In the judging and rating of types and varieties of flowers a certain percentage is always added or deducted on point of substance.

**THE SEASON'S OUTLOOK:**—The prospects for gardening especially in towns and cities is more encouraging than for many years. To avoid a repetition of a water shortage, which has in the past so seriously affected proper plant growth, most localities have taken steps to increase the water supply which will insure an adequate supply for irrigation or any emergency.

SOIL CONDITIONS:- In what kind of soil are you attempting to grow flowers? Will it grow good garden truck? If so, it will usually produce fine flowers, and in the case of bulbous flowers a good crop of bulbs. If your soil is not as productive as you think it should be, have it tested. Your state agricultural college will do this at a minimum cost. Your soil might require some element to counteract some other predominating element. If too alkiline, continuous applications of animal manure or leaf mold will help to neutralize it. If it is of an acid nature, lime will help balance it. However, very little of Dakota's soils require lime and especially in the Black Hills region. In many instances shade and tree roots affect plant growth much more than poor or unbalanced soil and no amount of soil building will overcome this.

FERTILIZERS:-As we have oftentimes stated there is no better all purpose fertilizer than animal manures and so far as they affect the soil there is little difference in the different kinds of such fertilizers as they are all beneficial. However, there is one precaution which we have always stressed--never use fresh manure in close proximity to bulbs, seeds or plants as it will infect bulbs and burn tiny roots and plants. A small amount of well rotted manure may be used in planting bulbs, seeds or plants but it should be thoroughly mixed with the soil.

LEAF MOLD is one of nature's best fertilizers. If you are fortunate enough to be in a locality where it is possible to obtain leaf mold (rotten leaves) you have access to a soil builder which can always be depended upon unless your soil is of an acid nature. During our trips of inspection and judging of flowers about the city, many of the finest exhibition blooms were found growing in beds of leaf mold brought down from the hills. In the same yards with some of these beds were soils that wouldn't grow beans. Sometimes it is difficult to obtain leaf mold, but it is worth all the time and effort expended.

CORRECT WATERING METHODS:-Use care in watering. The larger plants with more leaf surface are more likely to require water than the younger ones, for it is through the leaves that water is withdrawn from the plant. If the leaves appear limp and hang like rags, then water is needed--though this is not likely to happen if the soil has been kept stirred

Flowers use more water while blooming than at any other time

Too often is the hose played lightly on the growing plants, dampening a little here and a little there but really wetting nothing except the foliage. This does more harm than good because it draws the feed roots upward in search of the promised moisture which is not there. It is surprising what length of time a hose must be directed on one spot for the water to equal a half inch rainfall. It is claimed that that amount is required to reach the feed roots when the soil is dry. If sprinkled with the watering can, one quthority states that two gallons of water to the square yard is required to be beneficial. Irrigation is excellent for the production of fine flowers for it makes more food available than would otherwise be possible in dry weather. We recomment it for every garden where flowers are the major requisite. However, such tuberous flowers as dahlias can be kept so wet that tubers will be watery and worthless. The plant roots must have ample time between waterings to properly utilize the moisture. It never hurts any plant to have to beg a little for a drink provided it is kept well cultivated. AND DO NOT FAIL TO CULTIVATE.

The soil should be stirred after every watering and after every rain until the plants begin to bloom. After the last cultivation it is sometimes possible on small gardens to spread straw around each hill and over all the ground.

BULBS VS. SEEDS:-Have you ever experienced difficulty in getting flower seeds to germinate especially out of doors. No doubt most of you have. In dry periods it is almost impossible to keep enough moisture in shallow plantings to germinate small seeds and get anything like an average stand. If this method of growing flowers has been unsatisfactory plant bulbs instead of seeds this season and note the ease with which your flower garden may be handled. Bulbous grown flowers stand on their own feet with a postive stimulus to carry them along.

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; GROW FLOWERS FOR CONTENTMENT :  
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ACCLIMATED STOCK:- It has long been a recognized fact among plant specialists and breeders that plants of all kinds give best results when transplanted under conditions as nearly identical to their native habitats as possible. Bulbs are no exception to this great natural law since the bulb houses the little plant which is ready to burst forth whenever the opportunity is presented. Split a tulip bulb from top to bottom and the tiny plant is easily discernable. No better example of adverse climatic effect comes to our minds than that of coast grown dahlias brought inland and especially those of the larger flowering varieties of the west coast. Some of these do fairly well after several seasons of acclimatizing but many which stand up well in the more humid seacoast atmosphere are not worth the cost of transporting to this semi-arid region. They lack what we term substance and any plant to do its best in this region must have that vital element. The driest, coldest, most unfavorable regions of the world are continually being searched by plant specialists for plants of hardier substance. If you would expect the most from plants or bulbs obtain them as close to home as possible.

SAVINGS TO OUR CUSTOMERS:- Since we established a commercial flower bulb business some years ago we have made every attempt year after year to produce and distribute Black Hills hardy grown bulbs at lowest possible cost. In order to do this it was necessary to reduce overhead to the minimum. We grow all of the bulbs we sell and on our own land, doing practically all of our own work with modern tools and with access to an unfailing water supply. The cost of each and every step in the operation of production and distribution is minimized even to preparation and publishing of our own bulletins from time to time. We will not be undersold. If in making up your order you find that our price on any item is higher than that of any other reputable dealer or grower please advise us and we will meet the price provided you furnish the name of the firm quoting such price

**MORE FLOWERS PLANTED THAN EVER BEFORE:** Regardless of the extensive plantings of vegetable seeds and plants the past few years in an effort to lower living costs, the sales of flower seeds, bulbs and plants have increased proportionately faster. This added interest in flower growing fills a niche in the development of civic pride which is altogether characteristic of the finer traits of our people.

**WHICH VARIETIES SHALL I PLANT?** This question usually arises in cases where only a small amount of space is available for flowers or the amount to be expended is limited. For the benefit of our customers we attempt to describe each individual variety exactly as it performs for us. If it has faults these should be mentioned as well as its virtues. And here we might state that any commercial grower who fails to follow this method of description is not keeping faith with those who depend upon him to test the many varieties which originate from time to time. The statement which we have often made we again emphasize; **UNLESS YOU HAVE AMPLE MEANS WITH WHICH TO EXPERIMENT, KEEP CLOSE TO THE STANDARD TIME-TRIED VARIETIES.** Do not forget that any worthwhile variety will continue in commerce until it becomes low priced. Many originations that were heralded as "World Beaters" only a few years ago have fallen by the way and are now unheard of. Each season we discard varieties which are replaced by others which through several seasons of testing have proven their superiority.

In gladiolus, for instance, we demand a strong flower stock, spike of good length and one that heat does not cook; with large florets and several open at one time and with substance to withstand a burning sun and wind. The ideal glad should be disease resistant, a good propagator, and last well as a cut flower. It seems that we have almost reached perfection in such glads as Minuet Betty Muthall, Picardy, Marmora, Golden Dream, Mammoth White, Albatros and a few others. However, such old timers as Mrs. Frank Pendleton, Giant Nymph, Mrs. Leon Douglas, Dr. Bennett and many others are still favorites.

In dahlias we still hold to such standard time-tried varieties as Jane Cowl, Jersey's Beauty, Mrs. I.D. VerWarner, Jean Kerr, Maude Adams and others, since nothing better

in their respective colors has been brought out. Moreover many thousands have come and gone since these were introduced. Among those of later introduction which have made good and are now very moderately priced and in general cultivation may be mentioned Thomas A. Edison, Eliza London Shepard, Ft. Monmouth, Monmouth Champion, Treasure Island and others.

**MEMBERS OF AMERICAN DAHLIA SOCIETY AND AMERICAN GLADIOLUS SOCIETY:-** Through our affiliation with both of these two great organizations we are in constant touch with originators and their originations. Our plantings consist entirely of varieties which have proved their worth in various tests carried on by members of these two groups of flower fanciers and propagators. These experimentations are continued on our own grounds and those varieties which make good here are placed on our lists.

For many years our dahlia exhibits have won first place at the South Dakota State Fair and wherever shown. Care in the selection of varieties has had much to do with our successes in this line. The same holds true of our line of gladiolus. We try to keep pace with the newer introductions while retaining the best of the old. It will be noted that our list contains everyone of the twenty highest ranking glads according to the vote of the American Gladiolus Society (See page 21).

**COMMERCIAL FERTILIZERS:-** Several good commercial fertilizers are on the market which contain chemical elements designed to artificially stimulate plant growth. Generally speaking these must be used very sparingly and never placed in direct contact with bulbs, seeds or plants as they will burn them. For years we have used and recommended Vigoro manufactured by Swift and Company as the best of these fertilizers. Bone meal or bone and blood meal is a natural fertilizer and will never injure plants. Above fertilizers are common to the retail trade, but if unable to obtain them locally we can supply either in any quantity. WRITE US FOR PRICES.

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: SEE INSIDE FRONT COVER PAGE FOR BARGAIN :

: COLLECTION OFFER ON EASY TERMS :

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: 2000 GLADIOLUS BULBS FREE TO CUSTOMERS :

: IN "BEAUTY WITH BULBS" WORD BUILDING :

: CONTEST - SEE CENTER YELLOW SHEETS :

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TERMS AND GUARANTEE:- Any bulbs sent out by us are guaranteed to grow and under ordinary conditions produce the quality of bloom you have a right to expect. To further protect our customers in any flower losses which they may incur through DROUTH, HAIL, INSECTS, OR ANY OTHER CAUSES, we will replace bulbs next season at half price.

Cash with order except in case of the special collection which we offer each season and which may be taken care of on easy terms.

**CLUB MEMBERSHIP DISCOUNT:-** If you are a member of a garden club, a church or a lodge organization write for our special club membership discount and save money.

ALL ORDERS POSTPAID EXCEPT AS OTHERWISE NOTED.

## D A H L I A S

GENERAL CHARACTERISTICS:- The dahlia is the most aristocratic of the bulbous flower family and the most gorgeous of all flowers. It is in continuous bloom from July 1st until freezing occurs. Few flowers can compare with the dahlia in variety of formation, size, color and general beauty. Perhaps no flower has made greater advancement in the last decade. They are much easier to grow successfully than many realize. Oftimes the novice is able to produce the finest flowers in the show.

CARE AND CULTIVATION:- For the benefit of those unaccustomed to growing dahlias we cover this subject in detail in every spring bulletin.

## DEPENDABLE NURSERY STOCK

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### LANDSCAPING SERVICE

Because of the many inquiries which we have received from time to time relative to nursery stock we have arranged with the local representative of one of the largest nurseries of the Northwest to supply the needs of our customers. This firm, through their many years of honest dealings with thousands of homeowners in this region, have established an unquestioned reputation. We heartily recommend them and their methods. You need have no hesitancy in dealing with them through their local representative as their stock is of the highest quality and fully guaranteed. The local representative of this reputable concern is a certified landscape gardener and grounds architect who will cheerfully furnish an estimate on your landscape requirements without cost. The advice of a competent and experienced landscape man will save you many dollars in the selection of suitable varieties.

Planting time is almost here. Check your needs of nursery stock. How about a hedge, a few shade trees or ornamental shrubs? Weeping willows, Chinese elms, flowering crabs and numerous other plantings will add that different something to the appearance of your home. Remember, "It's Not A Home Until It's Planted" and if left to the judgment of this reliable firm it will be planted well.

Do not forget that roses do well here in the Hills. Get good ones that will give you splendid blooms and be hardy with a small amount of care. The roses furnished by this firm are guaranteed not to revert to the wild state as the cheaper roses often do. Spring planting of roses is the best. Fall plantings do not do so well in the Black Hills due to the rigid climatic conditions. Fall plantings usually require replacements and cause a loss of time and money in the beautification of the home.

How about evergreens? Do you know that there are eighty-three varieties of evergreens all of which are not hardy here in the Hills. By following the advice of an authority in this line of work you are relieved of much of the guess work so commonly experienced. Evergreens can be trimmed at the nursery to meet individual requirements and so fit your particular design of architecture as to give your home a dignified and beautiful appearance.

Since rock gardens are becoming so popular some consideration should be given to the design and size and to the types and varieties of suitable plants and flowers.

If, because of the drouth the past few seasons, your lawn needs re-seeding or you are contemplating a new lawn and surroundings, it will be to your advantage to get in touch with this concern.

Remember that you are judged largely by the home you keep, that money spent on your home is money invested in the future, and that beautifying your home gives you that feeling of contentment and confidence which makes for better citizenry.

DEPARTMENT OF THE ARMY  
WASHINGTON, D. C.  
OFFICE OF THE ADJUTANT GENERAL

Because of the many and varied duties which are assigned to the Adjutant General, it is necessary that he be a man of high character, of high intelligence, and of high energy. He must be a man who is capable of taking the initiative, of seeing things from the standpoint of the Army, and of being able to handle the most difficult situations which may arise. He must be a man who is capable of working with the most efficient of men, and of being able to handle the most difficult situations which may arise. He must be a man who is capable of working with the most efficient of men, and of being able to handle the most difficult situations which may arise.

It is the duty of the Adjutant General to see that the Army is properly supplied with the most efficient of men, and that the most efficient of men are properly supplied with the most efficient of men. It is the duty of the Adjutant General to see that the Army is properly supplied with the most efficient of men, and that the most efficient of men are properly supplied with the most efficient of men.

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Dahlias should have as much room and sunshine as possible. Use good garden soil if possible. Plant 2 to 2 1/2 feet apart each way and 5 to 6 inches deep. The soil beneath the tuber may be thoroughly mixed with a small amount of well rotted manure. Lay the tuber flat down with sprout facing up, then fill in to ground level. When plants are 2 ft. high, apply a dressing of well rotted manure and hoe into soil. Cultivate freely until plants begin to flower, then use shallow cultivation which will conserve the moisture and not disturb the new roots which are now forming near the surface. Plant whenever the ground seems warm and dry enough, about May 1st to 15th in the Northwest. For finest flowers allow not more than two stocks to grow in each hill. To avoid plants being blown over, they should be staked. Drive a short stake 4 in. from the tuber at planting time, then replace with taller stake when plant is 2 ft. high. We use binder twine to tie our dahlias. Many of the newer dahlias require double staking because of their heavy foliage and large blossoms. Set stakes on opposite sides of the plant and tie across.

It might appear that much of the above detailed instruction could be omitted but since the dahlia is so rapidly gaining in popularity, every one should know successful methods of its culture. Very few insect pests bother dahlias to any great extent. A spray of Black Leaf Forty used with a weak soap suds will put an end to insect ravages if applied with care to both the upper and lower sides of the foliage about every week.

**DIGGING AND STORING:** For the benefit of those unaccustomed to handling dahlia tubers and to those who have experienced difficulty in wintering some of the less hardy varieties, we give our own experience; in digging, lift the clumps carefully lest the neck of the tuber be broken, leave outside only long enough to dry off BUT NOT DRY OUT. Remove to basement and keep where cool. Leave plenty of dirt on clumps. In packing use metal containers, first placing an inch or so of dust or dry sand in bottom of container. Fill with clumps, leaving space of three inches at top for packing material, then finish filling container with the material you are using, either dust or dry sand. Never cover top of container nor use cloddy dirt. Examine tubers often and if moist, remove and dry off, then repack.

## GENERAL LIST OF DAHLIAS

(All prices postpaid)

The varieties herewith described are among the best in their respective classes. Practically all of them carry a rating of 85 or better, according to the American Dahlia Society's table of ratings. This sturdy Black Hills grown acclimated stock is not to be confused with weak imported kinds. Each and every tuber which we send out is guaranteed to grow and to give you the returns that you have a right to expect. They are priced so that you can afford to grow them. For various reasons we are discontinuing some varieties and replacing them with newer and better ones. These, in accordance with our tests, are the best in their respective classes.

NOTE: WE DO NOT HANDLE INFERIOR MIXED DAHLIAS

TYPES OF DAHLIAS. Decorative (D) double flowers with broad flat florets which are straight or recurved. Cactus (C) fluted type with rolled or quilled petals. Hybrid-cactus (HC) midway between (D) and (C). Florets slightly pointed. Show or Ball (S) old fashioned perfectly formed ball shaped. Pompon (P) tiny ball dahlias less than two inches in diameter. The American Dahlia Society divides the decorative type into formal and informal but to the average dahlia grower this matters little.

For your guidance following each variety, is listed its type, name of originator when known, also diameter of flower in inches.

- AL KORAN (D) 5-7. Clear yellow, often attaining a height of 7 ft. Good bloomer but tubers hard to winter. 25¢
- AVALON (Broomall) D. 7-8. Clear yellow of distinctive form. An exceptionally dependable variety. 25¢
- BUCKEYE BRIDE (Peck) D. 8-10. Geranium pink of a brighter color than Jersey's Beauty. Prolific flower with long, heavy stems. Just now becoming low priced. 75¢
- CITY OF TRENTON (Prentiss) D. 8-10. A bronzy-autumn shade--a rich glowing buff with darker reverse to the petals. A tall bush with long stems, good foliage. 50¢
- EDWARD T. BEDFORD D. 5-7. Bright deep purple. Strong bushes; uniform stems and free flowering. 50¢



- EDNA FERBER (Fisher and Masson) HC 8-9. A glistening coral, shading to old gold. Excellent stem, habit and foliage. A dependable dahlia in every way. 45¢
- ELIZA LONDON SHEPARD (Peacock) D. 8-9. Rich orange, gold and apricot, flowers held high on a strong vigorous bush. The stem is all that could be desired. A prolific bloomer. One of the few large flowering sorts that lasts. 75¢
- ELINOR VANDEERVEER (Seal) D 7-9. Rich rosaline purple.. Large flowers faultlessly set on good stems. 25¢
- FORT MOUMOUTH (Kemp) D. 8-10. A spectacular flower of crimson-maroon. Although of intense color the flowers never fade. Bush and stem of best quality. Last season we cut a specimen bloom which grew to a diameter of 12 1/2 inches without disbudding. This great exhibition variety should be in every flower garden. 55¢
- FRANCES LOROCCO D. 5-6. Clear canary yellow. A prolific flowering sort without an equal in its class. 25¢
- GOLDEN QUEEN P. Finest free flowering yellow pompon. 25¢
- JANE COWL (Downs) D. 9-10. Glistening bronzy buff and old gold on face of petals. Reverse shaded peach red. Bush and stems of the best texture. An outstanding dahlia because of its vigor and ability to flower regardless of adverse conditions. A prize winner for many years. 55¢
- JEAN KERR D. 5-7. The most valuable of all white dahlias, with lovely medium size blooms carried on long straight stems. Flowers early and profusely. A vase of Jean Kerr is a thing of outstanding beauty. 25¢
- JIM MOORE D. 8-9. Prim-rose yellow, shaded gold suffused with salmon. Fine garden and exhibition variety. 75¢
- JOHNNY P. Best red pompon: a flaming crimson ball. 25¢
- JOW FETTE P. Best white pompon in commerce. 25¢
- JERSEY'S BEAUTY (Waite) D. 6-8. A soft pleasing shade of rose pink. Good bush and long stiff stems which hold a perfect flower in full view. This outstanding variety although now very low priced continues to be the most popular dahlia in cultivation. 25¢
- KATHLEEN MORRIS (Klein-F&M) D. 8-10. An exhibition flower which keeps well. Long stiff stems. This late introduction has no equal in its class. 50¢
- JOSEPHINE G. SC (Grosscross) 5-6. Rose-pink color lasting qualities when cut, an abundance of blooms combine to make this the best in its class. 60¢

- LE GRAND MANITOU D. 6-7. Dark velvety purple streaked white. An attractive and unique color. 30¢
- LE TOREADOR D. 6-7. Vivid red and very free flowering. An old standard variety coming back because of its dependability. 25¢
- MAUDE ADAMS S. 3-6. Snow white with delicate lavender overlay. Dependable in every way. Free flowering. 25¢
- MRS. I. D. VERMARNER (Marean) D. 8-9. Deep mauve pink. A flower by which all others of its class are judged. 25¢
- MONMOUTH CHAMPION (Kemp) D. 8-10. Brilliant orange flame color. Beautiful exhibition blooms which last on the bush for three weeks. Low growing bush with heavy foliage. A prize winning variety everywhere. 50¢
- PRIDE OF CALIFORNIA (Lohrman) D. 6-8. A glowing cardinal red which at its best, is very fine. Not always dependable as to quality of bloom. 20¢
- PRIDE OF STRATFORD D. 7-8. Large flowers of a brilliant shade of orange shading to light orange and yellow at the base of petals. 25¢
- RADIO D. 8-9. An indescribable color combination of red, bronze, yellow and salmon. Few varieties which are more attractive. Free flowering. 40¢
- SATAN (Ballay) HC 9-10. A flaming red semi-cactus with slight touches of gold at the center--a dahlia of exceptional size and unusual formation. The petals are so rolled that they resemble horns or spikes. A sensational variety and a good keeper. An exhibition dahlia. \$1.25
- THOMAS A. EDISON (Dahliadel) D. 8-10. Dark royal purple with velvety sheen. Stiff stems hold the immense flower high over an insect resistant bush. One of the greatest dahlias of all time. 75¢
- TREASURE ISLAND (Dahliadel) D. 8-9. Bright apricot with gold and rose shadings. Bush and stem all that could be desired. Flower keeps well when cut. 45¢
- TWENTIETH CENTURY Single type. Dependable light pink. Single dahlias are again coming into favor. 15¢
- WILLIAM H. HOGAN D. 6-8. The finest red-tipped, white dahlia in commerce. Strong plant and large bloom. 25¢
- WHITE WONDER (Kemp) D. 8-10. Pure white, perhaps the best to date. Large flowers resembling Fort Monmouth in shape and size. Vigorous growing bush with heavy foliage and long stiff stems. Easy to grow. Good propagator. 90¢

## GLADIOLUS

15.

**HISTORY:** Although a native to tropical countries, the gladiolus has, because of its versatility, pushed its way into all lands. Almost unknown a century ago it has now become universally cultivated. Practically all of the glads which we now know, sprang from stock brought from South Africa, although a few were natives of Southern Europe and Asia Minor. The crossing and recrossing of these wild species have given us our present day exhibition varieties. The daintily colored Primulinus type of glad is the result of crossing on the large flowered kinds a recently discovered species called primulinus which is a pure yellow, small hooded flower. Picardy, our highest ranking glad is of this cross. Plant wizards the world over continually contribute to the never ending list of fine gladiolus. We have the Pfitzer originations from Germany, the French originations by Lemoine and others, Australian introductions by Fallu and Errey. Scotland is well represented by Mair while our own country probably leads the list with such well known propagators as Diener, Hornberger, Kunderd, Salbach, Palmer, Coleman and many others.

**GLADIOLUS AS CUT FLOWERS:** In cutting leave four or five leaves to develop the new bulb. Glads are particularly suited for cutting because they are the one flower which keeps right on blooming, opening new florets each succeeding day for a week or more and they do this without perceptible in the quality of the bloom of the flower. The heavy spike has a supply of food sufficient to develop every bud into a fine flower. For the best results and longest lasting flowers, cut the spike when only one or two florets are out. Change the water once a day as cool water has a freshening effect. The pores in the end of the spike become clogged so cut off slant wise a thin slice each day, which keeps the water clear. Remove wilted florets and keep cool as much as possible.

**DIGGING AND STORING:** Bulbs should be dug as soon as the top turns brown and always, of course, before they are endangered by freezing. Bulbs and bulblets make their fastest growth the last thirty days of the growing period. They should not be exposed to burning sun. Cut tops very close to bulbs. Store in shallow trays. We use peach crates with screen bottoms. Bulblets and other residue may easily be cleaned from the bulb by December 1st.

## GLADIOLUS

The modern gladiolus has won such acceptance that more bulbs of the different varieties are planted and more space devoted to its culture than to any other flowering bulb. Because of this it would seem that glads would become very common, but such is not the case. Glads are now in the high society of flowers. They are conceded to be among the aristocrats of the floral kingdom attaining at once to the eminence of the rose and lily. Glads are everywhere in style. They are in great demand on the flower markets. In the beauty of their pure colors, lies the foundation of their popular favor. The wonderful exhibition blooms of many of the newer introductions are awe-inspiring as compared to the small flowering varieties of our grandmothers' day. These new creations with their towering spikes covered with giant flowers, which last from ten days to two weeks, provide that indescribable thrill which is the very essence of flower growing. A gladiolus will never disappoint you if given half a chance.

**PLANTING DIRECTIONS:** Give the glad as much room and sunshine as possible. Plant from four to eight inches apart and four to six inches deep according to size of bulb. Deep planting affords greater resistance against spikes being blown over by the wind. Before planting bulblets mix them with an equal amount of rotten sawdust and soak for a week or ten days. Plant sawdust along with the bulblets. For a succession of blooms, plant from April 1st to July 1st. Bulbs of various sizes planted in the same row will also stretch the flowering period. Glads require plenty of cultivation which when properly done will minimize the necessity of watering. When watering always soak thoroughly, then cultivate as soon as the ground surface is dry. NEVER USE FRESH MANURE OR STRONG CHEMICAL COMMERCIAL FERTILIZER IN CLOSE PROXIMITY TO THE BULBS. There is nothing better than BONE MEAL for gladiolus and all other bulbs, plants and flowers.

**STANDARD GRADING FOR GLADIOLUS BULBS** No. 1; 1 1/2 in. and us in diameter. No. 2; 1 1/4 to 1 1/2 in. No. 3; 1 in. to 1 1/4 in. No. 4; 3/4 to 1 in. No. 5; 1/2 in. to 3/4 in. No. 6; under 1/2 in.

LIST OF STANDARD GLADIOLUS  
(Labeled and Postpaid)

17

All bulbs are blooming size one inch or more in diameter unless otherwise noted. They are the best by selection, and are guaranteed to grow and bloom under normal conditions. Uniformly priced; 3 of a variety labeled 14¢, 6 for 25¢, 30 for \$1.00. 100 bulbs not labeled for \$2.50, 50 at the 100 rate.

- ALBANIA (Kemp) Pure white flowers, wide open florets.  
ALICE TIPLADY (K) Good orange primulinus. Good propagator.  
ANGEL'S DREAM (Ellis) Color clear shrimp pink, many florets open. Good flower but heat crooks spikes badly.  
BENGAL TIGER (Pratt) Bright red mottled rich brown.  
CRINKLES (K) Deep pink heavily ruffled.  
CRIMSON GLOW (Betscher) Tall rich dark crimson.  
DR. F. E. BENNETT (D) Deep peach red. A genuine house-a-fire color. Extremely large florets.  
DR. MOODY (Kinyon) Deep lavender with darker shade in throat. Immense flowers. Many open.  
DR. NELSON SHOOK (K) Tall heavy spike of rich tyrian rose.  
E. I. FARRINGTON (Howe) Rich soft yellow, no markings.  
EVELYN KIRTLAND (Austin) Geranium-pink with darker throat blotch. Tall, straight and dependable.  
GOLD EAGLE (Austin) Clear yellow flower but not so large as Golden Dream.  
GOLDEN DREAM (Groff) Perhaps the best commercial yellow introduced to date. Good grower and propagator.  
GIANT NYMPH (Coleman) Giant flowering rose pink with a creamy throat. Dependable in every way.  
GLORIANA (Betscher) Golden salmon with clear yellow throat. Good exhibition and commercial variety. Always good.  
1910 ROSE (K) Early rose pink with narrow white stripes on petals. Not a good propagator here but very early.  
JE EL (Zeestraton) Salmon pink with apricot throat. A dependable multiplier and stands the heat well.  
JOE COLEMAN (Coleman) Large ruffled red. Dependable.  
LOS ANGELES (Houdyshell) Delicate pink. Spikes crook some.  
MRS. FRANCIS KING (Coblentz) Immense fiery scarlet.  
MRS. FRANK PENDLETON (K) Cameo pink, purple throat blotch.  
MRS. LEON DOUGLAS (D) Magnificent begonia-rose flower.  
MRS. P. W. SISSON (Coleman) Soft cameo pink. Strong grower.  
MRS. F. C. HORNBERGER (Hornberger) Clear strong tall white.

THE FOLLOWING LIST INCLUDES SOME OF THE  
LATER ORIGINATIONS OF CHOICE VARIETIES

Uniformly priced, 3 of a variety labeled 18¢, 6 for 25¢,  
25 for \$1.00.

AFLAME (Hornberger) Begonia rose shading to bright orange  
flame near edge. Many blooms open at one time.

BETTY NUTHALL (Salbach) Glowing orange pink with apricot  
throat and carmine feathering. Tall and vigorous. One  
of the most dependable reds in cultivation.

CARDINAL PRINCE (K) Deep cardinal red. One of the most  
dependable reds in cultivation.

CATHERINE COLEMAN (Coleman) Wonderful spike of soft sal-  
mon with purple throat. Dependable in every way.

EMILIE AUBURN (Lemoine) Flowers of smoky bronze with  
cherry red blotch. Strong grower and propagator. Huge  
spike.

GERALDINE FARRAR (D) A delicate lavender blue.

MARJORA (Errey) Rich lavender grey sometimes spotted  
cherry red. Giant spikes with 7 or 8 enormous blooms  
open at one time. One of the outstanding introductions  
of later origination.

MINUET (Coleman) A wonderful clear lavender. Flowers  
perfectly arranged on huge spikes. Probably the best  
commercial gladiolus ever originated.

MR. W. H. PHIPPS (D) This has been recognized as the finest  
of all gladiolus during its many years of cultivation.  
Color LaFrance pink with florets open practically the  
entire length of its stately spike. Plant early.

NANCY HANKS (Salbach) Very rich peach red shading to  
orange pink. Reddish lines on lower petals.

MOROCCO (P) One of the extra dark reds, almost black.  
Straight spike, large flowers and a good propagator.

ORANGE QUEEN (P) Tall light orange with flowers on long  
stems. Being of *primulinus* bud it is one of the best  
of propagators.

.....  
: WE SEND OUT ONLY HAND-SELECT BULBS :  
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: .....

PAUL PFITZER (P) An enormous rich velvety purple flower. Heavy and substantial with graceful spikes.  
 PFITZER'S TRIUMPH (P) Immense salmon orange-red with dark blotch on lower petals. A giant show flower.  
 PRIDE OF WANAKAH (Chriswell) Tall plant; lovely shade of rich rose: good propagator and strong grower.  
 RED GLORY (Piper) Velvety cardinal red. Identical shape and form as Purple Glory only a better propagator.  
 VEILCHEMBLAU (P) One of the loveliest of dark blues. Flowers gracefully set on long straight spikes.

SOME OF THE NEWER OUTSTANDING VARIETIES  
 AT PRICES YOU CAN AFFORD

Varieties marked with \* furnished in #3 bulbs which are slightly smaller than #2 but will all bloom.

Three of a variety at two and one half times price of 1.  
 (prices follow each variety)

ALBATROS (P) Large pure white and considered by many the best white ever introduced: tall substantial spike with many florets open at one time: good propagator. each 10¢

AIDA (P) One of the newer deep blues: large well placed flowers with reddish-lilac blotch. A choice variety and easy to propagate. each 08¢

AVE MARIA (P) Good light blue: purplish blotch: 8-10 florets open at one time: a good propagator and easy to grow: each 06¢

\*BAGDAD (Palmer) A smoky rose, a wonderful grower and massive plant with tall straight stems carrying huge flowers. each 15¢

\*BILL SOWDEN (Fallu) Large massive deep blood red flowers 6-8 florets open at one time, a sensational new variety originating in Australia and to date has been high priced. Bulblets hard to germinate. each 15¢

\*BLEEDING HEART (Brown) White suffused pale pink with large distinctive blotch. Strong grower and fast propagator. Exceptionally good. each 15¢

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 : GROW FLOWERS FOR PASTIME :  
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- PICARDY (Palmer) One of the finest glads ever produced, a clear, shrimp pink of immense size with 10 to 12 florets open at one time. Last season we predicted that this variety would eventually top the list and according to the vote of the American Gladiolus Society it now ranks first. Each 20¢
- PRINCE OF INDIA (Childs) An unusually odd smoky color and so much out of the ordinary as to be in great demand. Each 10¢
- \*RAMASSEFS (Stevens) A very tall plant, purple flowers of immense size; an exhibition variety with wavy and ruffled edges. Each 20¢
- \*RED LORY (Errey) A strong grower with tall spikes and the best origination from Australia since Marmora came out in 1925. The blooms resemble Marmora in form but the color is a vivid purple painted over a dark red. An outstanding variety. Each 20¢

OTE: Names of originators as abbreviated above  
(D) Diener, (K) Kunderd, (P) Pfitzer.

MIXED GLADIOLUS: Any gladiolus which we send out are strictly hand-select and the same care is used in our collections and mixtures.

### THE AMERICAN GLADIOLUS SOCIETY'S VOTE ON FAVORITES

The members of the American Gladiolus Society vote each year on the best varieties. The varieties receiving votes are then ranked according to the number of votes each receives, the 50 highest being published.

### FAVORITES FOR 1933 (First 20)

(The number in parentheses is the ranking for 1933)

- |                          |                          |
|--------------------------|--------------------------|
| 1. Picardy (5)           | 11. Albatros (13)        |
| 2. Minuet (1)            | 12. Golden Dream (9)     |
| 3. Marmora (2)           | 13. Mammoth White (17)   |
| 4. Betty Nuttall (4)     | 14. Aflame (12)          |
| 5. Mr.W.H.Phipps (3)     | 15. Emile Auburn (11)    |
| 6. Commander Koehl (14)  | 16. Red Lory (40)        |
| 7. Mother Machree (10)   | 17. Maid of Orleans(new) |
| 8. Pfitzer's Triumph (8) | 18. Giant Nymph (15)     |
| 9. Dr.F.E.Bennett (6)    | 19. Mrs.F.W.Sisson (16)  |
| 10. Mrs.Leon Douglas (7) | 20. Ave Maria (22)       |

## IRIS

Among the spring flowers there is none more stately and impressive than the Iris. Practically every color combination known to the flower world is displayed in a carefully selected garden of Iris. From pure white through all the delicate hues of blue, pink, rose, yellow, bronze and maroon they produce a veritable rainbow effect, and always at a time when other outdoor flowers are scarce.

The Iris is practically insect and disease resistant and can always be depended upon to produce wonderful blooms.

**CULTIVATION:** Iris should be planted in a location of at least partial sunshine, and so much the better if out of range of strong winds as their orchid-like florets are very delicate. Do not place manure around the bulb or rhizome, but manure may be placed on the surface and watered down. The plant should be set with the rhizome just below the surface. Since Iris make a fast growth and the rhizomes quickly multiply it is best to lift them every three or four years and divide the clumps in order that best flowers may be produced. Iris may be planted at any time of the year when not in bloom or when the ground is not frozen, either spring or fall.

The varieties herewith listed have been carefully selected as regards substance, color and general usefulness. Most of them rate 80 or better according to the rating of The American Iris Society in 1927. They are among the finest of the medium priced varieties and are priced so low that everyone can now afford a fine Iris garden.

This is your opportunity to get started with good named Iris.

In the list following, the letter "S" means the standards or upright petals, the letter "F" means the falls or drooping petals. Before the name of each variety is its rating, directly following it, the name of the originator.

All varieties uniformly priced at 10¢ each; 2 for 25¢;  
any 9 varieties \$1.00 postpaid; 1 rhizome of each of  
these 20 splendid varieties for \$2.00 postpaid.

- 92 AMBASSADEUR (Vilmorin) An aristocrat among irises. An  
immense flower with reddist-violet standards, and dark  
velvety purple-maroon falls. Height 33 inches.
- 80 ARCHEVEQUE (Vilmorin) Standards deep purple-violet,  
falls rich deep velvety violet. Height 30 inches.
- 84 B.Y. MORRISON (Sturtevant) S. pale lavender-violet  
F. velvety raisin-purple, lavender border. Ht. 33 in.
- 82 CORRIDA (Millet) S. light violet. F. deeper blue. 42".
- 80 FLAMMENSCHWERT (G & K) S. bright empire yellow.  
F. rich deep velvety brown. Height 33 inches.
- 83 GEORGIA (Farr) S. and F. phlox-purple with light  
center and white beard tipped orange. Ht. 30 in.
- 86 GOLD IMPERIAL (Sturt) Pure chrome-yellow. One of the  
few good yellow irises. Height 36 in.
- 70 HER MAJESTY (Perry) S. rose-pink. F. bright crimson
- 81 JUNIATA (Farr) S. and F. sky blue. Tallest of the  
bearded iris. Large fragrant flowers. Ht. 42 in.
- 88 LEWIS A. WILLIAMSON (Williamson) S. campanula violet.  
F. velvety purple. Beard yellow. Vigorous grower. 43".
- 85 PALLIDA DALMATICA S. soft lavender F. deep lav. 43".
- 81 PARC de JULY (Verdier) S. and F. of navy blue with  
reddish tinge. Height 32 inches.
- 83 PROSPER LAUGIER (Verdier) S. light bronze-red. F.  
velvety-purple with orange beard. Ht. 30 in.
- 81 PROSPERO ((Yell) S. deep lavender. F. deep reddish-  
purple. Tall and vigorous. Height 48 in.
- 88 QUEEN CATERINA (Sturt) S. and F. pale lavender with  
yellow beard. Height 42 inches.
- 84 SHEKILAH (Sturt) S. and F. pale lemon-yellow. The  
finest of the pale yellows. Height 36 inches.
- 83 SEMINOLE (Farr) S. violet-rose. F. rich velvety  
crimson. A brilliant red-toned iris. Height 30 in.
- 81 WHITE KNIGHT (Saunders) Beautiful snow-white without  
markings. One of the best whites. Ht. 22 in.
- 80 ZWANENBURG (Denis) S. cream striped maroon. F. dark  
olive-brown flamed violet. Exquisite flowers. Ht. 20".

CANNAS

Cannas make a wonderful showing during the late summer and throughout the fall with their intense color and stately appearance. They are perhaps our finest outdoor foliage plant and present an added attraction not possible with other plants or flowers. Cannas are easily grown requiring only rich soil and plenty of water. In watering always soak them thoroughly. If possible mulch heavily with some coarse litter which will hold moisture and give the plants a very rank growth. Take up and store through the winter the same as dailias. Cannas should be planted much more extensively than they are at present as they are our greatest exhibition foliage plant and if planted early can always be depended upon to produce an abundance of flowers. After several years of growing many different varieties we have selected and are listing the four outstanding varieties. These are uniformly priced at 15 cents each. One root each of these four world leaders for 50 cents post paid.

CITY OF PORTLAND. Bright pink flowers of huge size, green foliage.

KING HUMBERT. Velvety orange-scarlet flowers of stately habit. Foliage purplish-brown.

YELLOW KING HUMBERT. Bright yellow flowers attractively marked with crimson dots, brown foliage.

THE PRESIDENT. Huge flower trusses of a rich scarlet, green foliage. A profuse bloomer.

CUT FLOWER PRICES

Having a surplus of flowers from the bulbs which we grow, it has been our custom to distribute these to our customers, at approximately wholesale prices. Prices this season are as follows:

GLADIOLUS-sixty varieties, #1 blooms 50 cents per doz. #2 blooms and tips 35 cents per doz.

DAHLIAS-forty varieties, Pompons and other small flowered kinds 35 cents per doz. Medium blooms 50 cents per doz. Exhibition varieties \$1.00 per doz.

TULIPS-As the tulip flower crop is somewhat uncertain we will furnish, if available, at 50 cents per doz.



